

Multiple Award - to ensure optimum radio market saturation for (7) seven counties within the metropolitan reach of the Kansas City District.

DESCRIPTION	VENDOR(S)	TOTAL/REMARKS
<p>To provide Radio Public Service Announcements utilizing the following avenues, but not limited to, news releases, social media, publications, special events, the district internet web site and radio advertising that maximums station coverage within the following Kansas City Counties: Jackson, Cass, Johnson, Ray, Platte, Clay, Lafayette</p> <p>Marketing includes MoDOT Arrive Alive programs:</p> <ul style="list-style-type: none"> ▪ Seat Belt Usage ▪ Distracted Driving ▪ Speeding ▪ Impaired Driving ▪ Motorcycle Safety ▪ Bicycling & Pedestrian Safety <p>Provide approximately 10-second radio spots following prescribed weekly scripts composed of up to 55 syllables per spot (MoDOT provided). Client will provide scripts for each week, and reserves the right to substitute scripts. Target listening hour preferably during drive times – 5:30-9:00 a.m. and 3:30-6:00 p.m. weekdays only. Live name mentions. Station formats should include all except religious and non-English; aired on as many available stations in the top 21 Arbitron ranked Kansas City market stations. Advertising must immediately precede or follow traffic reports.</p> <p>Contract Period: is from the date of the last signature to May 31, 2013. (no renewals)</p> <p>MoDOT BUYER Judy M. Franke, CPPB</p> <p>PROJECT CORRINATOR Stephen (Steve) Porter Sr. Customer Relations Specialist Office: 816-607-2152 E-mail: Stephen.Porter@modot.mo.gov</p>	<p>Metro Networks Communication, Inc. 20880 Stone Oak Parkway San Antonio, TX 78258 <i>dba Total Traffic Network</i> 62301 Collections Center Dr. Chicago, IL 60693</p> <p>-----</p> <p>Cumulus Media Inc. 3280 Peachtree Rd NW, Suite 2300 Atlanta, GA 30305 <i>dba Right Now Traffic Network</i> 5800 Foxridge Drive, Suite 600 Mission, Kansas 66202</p>	<p>\$21,000.00 \$40/Spot 70% Target Market</p> <p>-----</p> <p>\$ 9,000.00 \$29/Spot 30% Target Market</p> <p>\$30,000.00 100% Saturation for Target Market</p>

LOW BID AWARD - MULTIPLE AWARD